Smokers Can't Help Inhaling_but

194

they can help reduce sources of irritation

ALL those who smoke inhale — at least sometimes. And *when* they inhale, the danger of irritation increases. Therefore, the importance of this Philip Morris advantage:

The irritant quality in the smoke of four other leading brands was shown in recognized laboratory tests* to average *more than three times that of the strikingly contrasted Philip Morris.*

Further—the irritant effect of such cigarettes was observed to last *more than 5 times as long!*

A change to Philip Morris cigarettes will minimize irritation due to smoking.

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC. 119 FIFTH AVE., NEW YORK

*Facts from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245; N. Y. State Jrl. of Med. Vol. 35, No. 11,590; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3,306.

1003071304

12-10-2

Source: https://www.industrydocuments.ucsf.edu/docs/qglk0000